

I wanted to take this opportunity to express the concern of the Ohio Grocers Association (as well as the Mid-States Meat Association and the Midwest Dairy Foods Association - of which we also manage) regarding the rule change regarding unsolicited fax advertisements.

Removing the "Established Business Relationship" qualification from the fax regulations is bad business for our associations for many reasons. First it creates unnecessary administration on our part in obtaining the required written consent. Secondly, we are quite concerned that we will be unable to collect all of these needed consents because it is the nature of any membership not to receive a 100% response. Thirdly, this causes great concern that our members will then be missing out on information they desire, not because they don't want to receive it by fax but because they neglected to respond to the initial consent request.

Additionally, there is great concern on what the FCC would interpret as commercial in nature, which will make compliance difficult. Another question that arises is when will the consent expire?

For these reasons, we respectfully ask that you grant the requested stay until such time that this rule can be reconsidered and/or a greater clarification of the rule can be made.

Respectfully,

Kristin M. Mullins
Executive VP/COO
Ohio Grocers Association